GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:5737
ANSWERED ON:03.05.2005
TOY INDUSTRY
Mishra Dr. Rajesh Kumar

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government is formulating any policy to promote toy industry in different parts of the country in eastern Uttar Pradesh especially in Varanasi area so that the industry makes a mark in international toy market;

(b) if so, the extent to which the Government of India propose to make improvement in the toy industry; and

(c) the steps initiated in this regard so far?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI E.V.K.S. ELANGOVAN)

(a) & (b): To give an impetus to the development and growth of small scale toy industry, a National Programme for the Development of Toy Industry (NPDTI) has been drawn up by the Ministry of Small Scale Industry and Agro and Rural Industry (SSI & ARI), Governments of U.P. and Maharashtra, United Nations Industrial Development Organisation (UNIDO) and Small Industrial Development Bank of India (SIDBI). This programme is aimed at technological and quality upgradation of the toy industry in different parts of country.

(c): The programme is being implemented by UNIDO through the Technology Diffusion and Support Programme (TDSP) under the guidance and supervision of the Ministry of SSI & ARI. The Ministry of Commerce & Industry is providing assistance for the setting up of the Toy Design and Development Institute at Greater Noida.